

# 2026 GWCO Congress Prospectus

**OCTOBER 15-18**

The Portland Marriott  
Downtown Waterfront

Reserve Your Sponsorship Package  
and Booth Today!



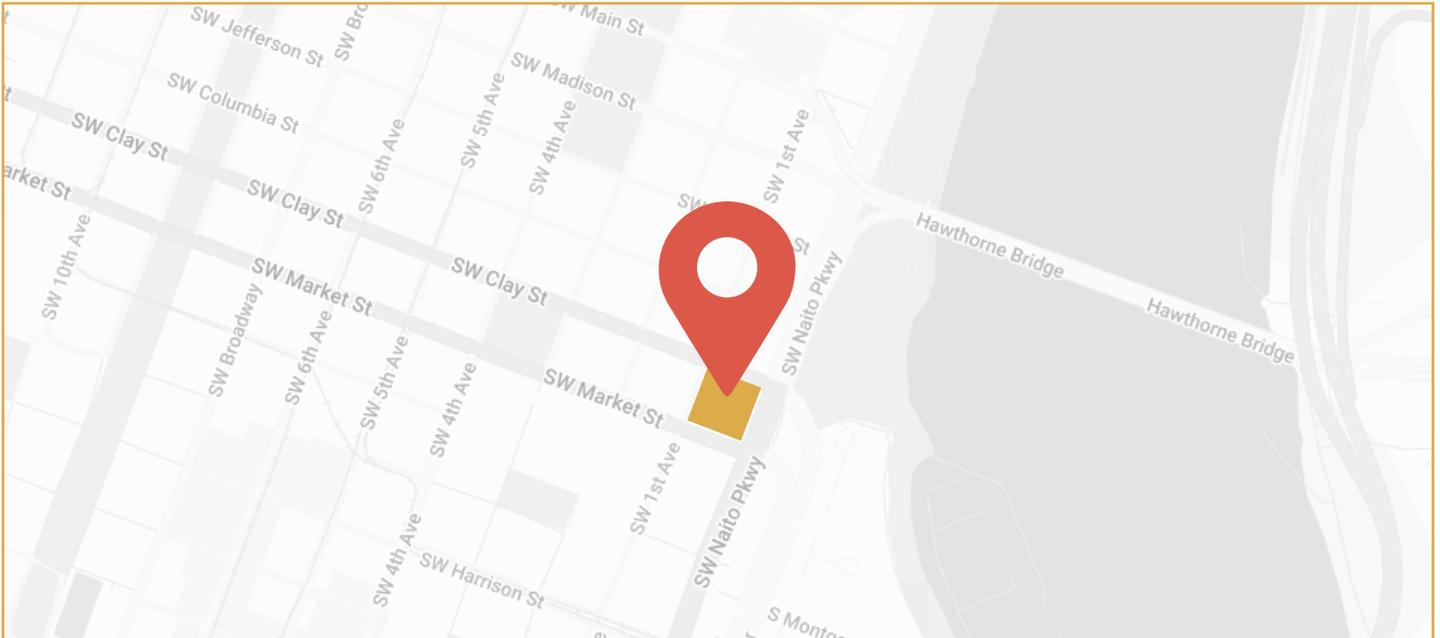
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Our theme for 2026

**SURF'S UP FOR SIGHT**  
*Riding the Vision Wave.*





# 2026 Congress Location

The Marriott Portland Downtown Waterfront  
1401 SW Naito Pkwy, Portland, OR 97201

# About GWCO Congress

The Great Western Council of Optometry Congress is a gathering of optometrists at every stage of their career — from students and entry-level to leaders in the field. Reserve Your Sponsorship Package and Booth Today!

GWCO is a Nonprofit Organization that provides

- A common voice for members within organized optometry
- Financial support to 12 member state associations
- Enhances professional development & facilitates communication

Through the sustained contributions of its partners to see the Optometric Industry thrive, GWCO has given back more than \$2,000,000 in non-dues revenue to its member states since 1997!

## Congress hosts more that 500 attendees!



## Attendees come from all 12 member states!



- |            |            |
|------------|------------|
| Alaska     | Nevada     |
| Arizona    | New Mexico |
| California | Oregon     |
| Colorado   | Utah       |
| Hawaii     | Washington |
| Idaho      | Wyoming    |

# Benefits of Sponsoring

Sponsoring a GWCO meeting **provides direct, high-value access** to optometry leaders and decision-makers from across the western United States in a focused, relationship-driven setting.

### Targeted Access

GWCO meetings bring together **practice owners, state association leaders, and national optometry influencers**, allowing sponsors to connect directly with individuals who shape clinical, business, and legislative decisions within the profession.

### Regional Reach with Purpose

One sponsorship provides exposure across **multiple western states**, making GWCO an efficient and impactful way to build brand awareness and goodwill within a key regional market.

### Meaningful Engagement

Unlike large national conferences, GWCO offers a **smaller, highly engaged audience**, creating opportunities for deeper conversations, stronger relationships, and long-term partnerships rather than brief booth interactions.

### Brand Alignment & Credibility

Sponsorship aligns your organization with a respected **nonprofit dedicated to advancing independent optometry**. Supporting GWCO demonstrates a commitment to education, leadership development, and the future of the profession.

### Lasting Impact

Proceeds from GWCO events are reinvested into member state associations, meaning sponsors directly support **education, advocacy, and professional development** throughout the region.

# Dates & Deadlines

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<b>March 2 - October 2</b>	Online Booth Registration
<b>August 14</b>	Promotional Material Artwork Due* Advertising Space Reservations Ad Copy for On-site Manual Branding Seminar Details Company Logo (Prior Submission with Sponsor Reservation Requested) Customized Email Content to GWCO (500-1,000 Words, up to 3 Links, and up to 2 Images) On-site Signage Artwork
<b>September 25</b>	Collateral Material to be shipped to Congress Decorator
<b>October 2</b>	Attendee Pre-registration list distributed Member State Leadership Contact Information distributed
<b>October 15-18</b>	GWCO Congress 2026
<b>October 15-17</b>	Exhibit Hall Marketplace Open
<b>November 2</b>	Attendee Post-Event List Distributed

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\*Logo must be delivered in vector format; .eps, .ai, or .svg file or a .jpg or .png that is 900px or larger.

**Reserve your Spot Today - [www.gwco.org/industry-partners](http://www.gwco.org/industry-partners)**

# Premier Sponsorship Levels

Sponsorship Type	Diamond \$27,500	Platinum \$22,500	Gold \$17,500	Silver \$12,500	Deadline
Exhibit booth	Corner Booth	Corner Booth	Standard Booth	Standard Booth	
One email sent to attendees from GWCO on behalf of sponsor	✓				PDF and one link to be provided two weeks prior to email send
Collateral for attendee swag bag	✓				To be shipped to congress decorator by September 25
Push notification in the mobile app	✓	✓			N/A
Mention on social media	✓	✓			N/A
15 Minutes presentation at the Board Meeting (In-person or virtual)	✓				
10 Minutes presentation at the Board Meeting (Virtual)		✓			
10 Minutes presentation at the IRC Committee Meeting (In-Person or Virtual)			✓		
Additional booth representative (Includes meals, does not include access to educational sessions)	8	6	4	2	Contract info due by September 25
Member state leadership contact information	✓	✓	✓		Received by October 2
Featured exhibitor in mobile app	✓	✓	✓	✓	N/A
Slide show recognition	Logo	Logo	Logo	Logo	Logo received by August 14
Company logo linked on website homepage	Logo	Logo	Logo	Logo	Logo received by August 14
Company logo on sponsor signage	Logo	Logo	Logo	Logo	Logo received by August 14
Company logo on on-site manual	Logo	Logo	Logo	Logo	Logo received by August 14
Company recognized and in all event emails	Logo	Logo	Name	Name	Logo received by August 14
List of attendees delivered post event	✓	✓	✓	✓	N/A

\*Recognition of benefits contingent on full payment.

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# Food & Beverage Sponsorships

EVENT	RATE	DAY(S)	DESCRIPTION
<b>Lunch Seminars</b>	\$12,000	Thursday Friday Saturday	<p>Non-CE lunch offers sponsor the opportunity to address attendees for 50 minutes.</p> <p>Standard Seminars: 12:00 PM – 1:00 PM</p> <ul style="list-style-type: none"> <li>• 3 available on Thursday</li> <li>• 3 available on Friday</li> <li>• 3 available on Saturday</li> </ul> <p>Standard Seminar Reach = 50 Attendees</p>
<b>Breakfast &amp; Coffee (4 Available*)</b>	\$7,500	ALL	<p>Plaster your company logo across the well-attended breakfasts and coffee, grab a bite to eat before the morning CE sessions. This sponsorship includes continental breakfast, coffee, napkins branded with your logo, 5-minute speaking time before morning Continuing Education, and recognition on signage for the event and in the mobile app during breakfast hours: 7:00AM – 8:00AM.</p>
<b>Student Lunch (1 Available)</b>	\$5,000	Saturday	<p>Offers sponsor the opportunity to address attendees for 10-15 minutes during lunch. Reach = 75 Students</p>
<b>Exhibit Refreshment Sponsor (2 Available)</b>	\$4,500	Friday Saturday	<p>Offers sponsor the opportunity to interact with the attendees and hand out promotional material. 5-minutes of speaking time to announce raffle prizes and to meet with attendees about visiting them at the refreshment station. Reach = 300+ Attendees</p>
<b>Board of Directors Dinner</b>	Location Dependant	TBD	<p>The GWCO Board Dinner Sponsorship offers a unique opportunity to host an exclusive dinner with the GWCO Board of Directors. The sponsoring company will treat the board to dinner and have dedicated time to present their organization, share insights, and engage in meaningful conversation with GWCO leadership in an intimate, relationship-focused setting.</p>

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# Special Event Sponsorships

EVENT	RATE	DAY(S)	DESCRIPTION
<b>Welcome Reception (1 Available)</b>	\$12,000	Thursday	Welcome Reception held at end of day and includes 5-10 minute presentation. Reach = 300+ Attendees
<b>Welcome Reception Drink Sponsor (1 Available)</b>	\$3,500	Thursday	Make a lasting impression and elevate your brand's visibility by becoming the exclusive drink sponsor for the Welcome Reception! This is your opportunity to showcase your company's support for innovation, networking, and a vibrant social atmosphere.
<b>President's Reception (1 Available)</b>	\$12,000	Friday	Offers the opportunity to address attendees for 5-10 minutes. Reach = 100+ Attendees
<b>River Cruise</b>	\$12,000+	Friday	Take the GWCO attendees out on the town in Portland. The sponsor is responsible for coordinating this event. Reach = 100 Attendees
<b>Presidents' Council (4 Available) (2/day)</b>	\$5,000	Friday Saturday	Includes the opportunity to address the Presidents' Council for 10 min. Reach = 60+ Organization Leaders
<b>Dr. Harue J. Marsden Student Scholarship Donation</b>	\$3,000	N/A	Give a deserving student the opportunity to attend GWCO Congress.
<b>Student AM Program (1 Available)</b>	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content to future optometric professionals. Reach = 75 Students
<b>Student PM Program (1 Available)</b>	\$6,000	Saturday	Offers sponsor the opportunity to provide educational content for future professionals. Reach = 75 Students
<b>Professional Headshot Sponsor (1 Available)</b>	\$7,500	ALL	Opportunity to have high traffic at your booth while providing services to our attendees. Includes 2 10x10 booths in the exhibit hall (1 for head shots, 1 for regular booth), company responsible for finding photographer

Reserve your Spot Today - [www.gwco.org/industry-partners](http://www.gwco.org/industry-partners)

# Miscellaneous Sponsorships

Create a lasting impression by providing attendees with promotional items to use at the Congress, as well as take back to their offices. Promotional merchandise is an easy and cost-effective way to boost your brand awareness and get your name out there.

You supply your logo/artwork and GWCO will handle the rest! GWCO reserves the right to have the GWCO logo and or Congress logo accompany sponsor logos. If sponsor chooses to provide/purchase items, such items must be provided in advance of the Congress and sponsor rate/fee remains.

ITEM SPONSORSHIP (One available for each)	AMOUNT	RATE	ARTWORK DEADLINES
Name Badge Lanyard	1,500	\$4,500	August 14
Congress Tote Bags	1,300	\$5,000	August 14
Reusable Water Bottles	1,000	\$2,000	August 14
Pens	1,000	\$750	August 14
Customizable Hotel Key Cards	500	\$2,000	August 14
Registration		\$5,000	August 14
Photo Booth & Themed Props		\$5,000	August 14

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# Tech & Advertising Sponsorships

PLACEMENT	DESCRIPTION	REACH	RATE	DEADLINE
<b>Mobile App Sponsor (One available)</b>	Put your brand front and center and make a stronger first impression. Get the attention of attendees by having this exclusive ad.	300+	\$6,000	August 14
<b>Customized Email to Attendees (Six available)</b>	Target registered attendees by sending them a custom email from GWCO. (500-1,000 words, up to 3 links, and up to 2 images)	300+	\$1,000	August 14
<b>WiFi Sponsor (One available)</b>	As the sponsor of the wireless internet, you may choose the name of the WiFi network as well as the password, resulting in passive advertisement for your brand.	300+	\$8,500	August 14
<b>Customized Ad</b>	Add to your exhibitor or sponsor listing in the GWCO Congress App.	300+	\$500	August 14

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# Venue Map & Booth Rates



\*Exhibit hall map subject to change

BOOTH	FEATURES	RATE
Platinum Entry	Largest floor space. First thing attendees when entering the Ballroom.	\$5,600
Corner	Attract attendees from two sides	\$2,800
Standard	Most Economical	\$2,300
Additional Representative		\$100 each

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# Congress Details

On the Exhibit Hall Marketplace floor, exhibitors will have the opportunity to meet face-to-face with optometric professionals that are moving their practice and the Optometric Industry forward. The GWCO Congress' non-compete hours enable exhibitors to have the undivided attention of attendees, as well as allow exhibitors the opportunity to participate in all scheduled events alongside attendees.

## Exhibit Hall Marketplace Hours

Thursday 5:00pm - 7:00pm

Friday 2:00pm - 4:00pm

Saturday 12:00pm - 3:00pm

(All exhibit hours are non-compete)

\*Exhibit Hall hours subject to change. Please visit [gwco.org](http://gwco.org) for updates.

## Exhibit Move in/Out Hours

In: Thursday 8:00am - 4:30pm

Out: Saturday 2:30pm - 7:00pm

## Show Location

The Marriott Portland Downtown waterfront

## Accommodations

Visit: [www.gwco.org](http://www.gwco.org)

## Show Specials

Exhibitors are encouraged to provide show specials to increase logo branding, entice booth traffic, and generate sales/membership.

## Door Prizes

Exhibitors may provide a door prize to be given away during exhibit hours. Please indicate on your registration form whether or not you will give away a door prize.

## Exhibit Hall Decorator

Fern Expositions

6700 NE 59th Pl, Portland, OR 97218

Tel: 503.228.6800 Fax: 503.228.6808

[www.fernexpo.com](http://www.fernexpo.com)

## Booth Provision Details

- One professionally draped booth
- One 8' professionally draped table
- Two chairs
- One 7x44" booth identification sign
- Two name badges (additional at \$100 ea.)
- Saturday lunch provided

Please note that due to fire marshal regulations, you will not be allowed to have any exhibit materials outside your designated booth area. This will be strictly enforced.

## Security

Entrance to the exhibit hall will be by official GWCO badge only. **BADGES MUST BE WORN AT ALL TIMES.** GWCO will provide reasonable security during the show and overnight on Friday, but cannot be responsible for exhibitors' possessions. It remains exhibitor's responsibility to protect their equipment and materials. GWCO assumes no liability for loss.

## Exhibit Hall Services

Exhibitor service kits will be emailed upon full payment of your registration fee. Payment in full of the exhibit fee is due at time of reservation. No refunds will be given.

- Exhibitors not wearing name badges will be denied access to the Exhibit Hall.
- Helium balloons are not allowed in the Oregon Convention Center. Penalty fees apply.
- No outside food and beverage (including water bottles). Small candies are allowed.
- All items brought to the Exhibit Hall must be properly disposed of or taken with you. Penalty fees apply.
- GWCO reserves the right to change booth assignments as deemed necessary.
- Exhibit booth space is non-refundable.

# Reserve Your Sponsorship Package and Booth Today!

[www.gwco.org/industry-partners](http://www.gwco.org/industry-partners)



Questions?  
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